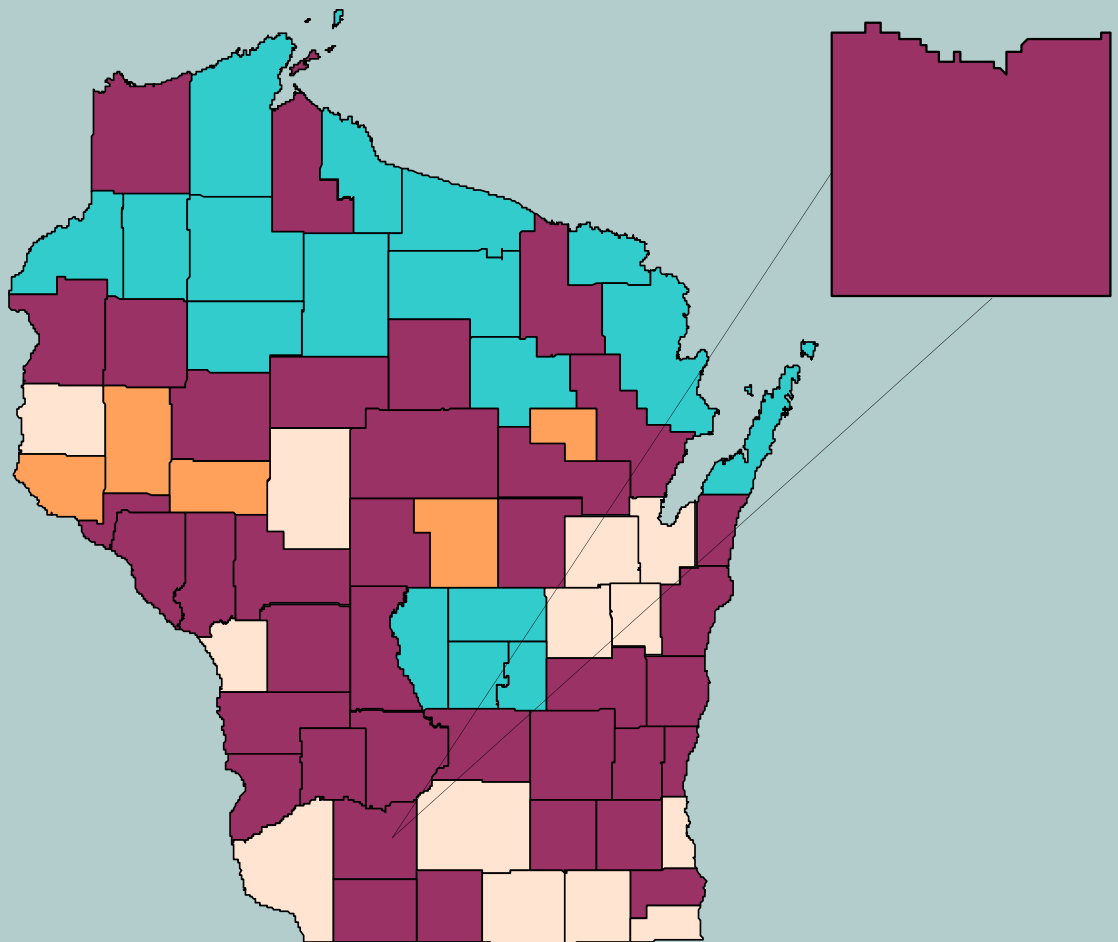


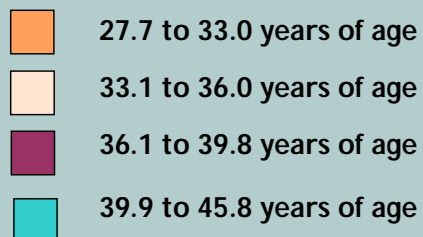
# Iowa County

## Workforce Profile

Median Age by County, 2000



Your complete  
guide to the  
state of the  
labor force of  
today and a  
glimpse into  
the economy of  
tomorrow.





## County Population

Iowa County continued to experience a trend of significant population growth over the course of the past year, owing in part to the county's location to the west of Dane County, making the relatively less dense communities of the county attractive to those who join a rapidly growing workforce in the Madison metropolitan area. Over the course of 2000, the population of Iowa County increased by slightly fewer than 200 persons, or 0.9 percent. This growth rate is slightly higher than that of either the State of Wisconsin or United States, whom each witnessed estimated growth rates of 0.7 percent in 2000. The close to one percent annual population growth rate of Iowa County continues a growth trend established over the course of the 1990's, when the county's population grew by 13.1 percent, or 2,630 persons. This rate of growth equals that of the nation, as a whole, and is significantly greater than the 9.6 percent growth rate experienced in the state.

In order to clearly understand the connections between Iowa County and the southwest area of the state, as a whole, it is important to look at population movement into the county from other areas in the state and nation. According to data collected

through the 2000 census, 7,785 current Iowa County residents, or 36.5 percent of the county's population reported living in a different residence in 1995. Of those nearly 7,800 residents, approximately half (3,812 residents) moved from one part of the county to another, while the remaining 18.6 percent of the county's total population reported living in a different county in 1995. Of the nearly 4,000 current Iowa County residents in this category, a significant majority, nearly 77 percent reported living somewhere else in Wisconsin in 1995. While no specific data exists to suggest where much of this migration is originating from, construction patterns in the area suggest that a strong flow of residents to and from Dane County exists.

To further explore the changes in Iowa County's population, and particularly the impact that population growth from outside of the county has had on the county's housing market. According to data collected in the 2000 census, a total of 1,683 new housing units were built between 1990 and 2000, accounting for 17.6 percent of the existing housing stock in the county. When taking the impact of the replacement of existing stock into account, we see

(Continued on page 2)

### Total Population

	2000 Census	January 1, 2001 Estimate	Percent change
United States	281,421,906	283,474,000	0.7%
Wisconsin	5,363,675	5,400,449	0.7%
Iowa County	22,780	22,976	0.9%

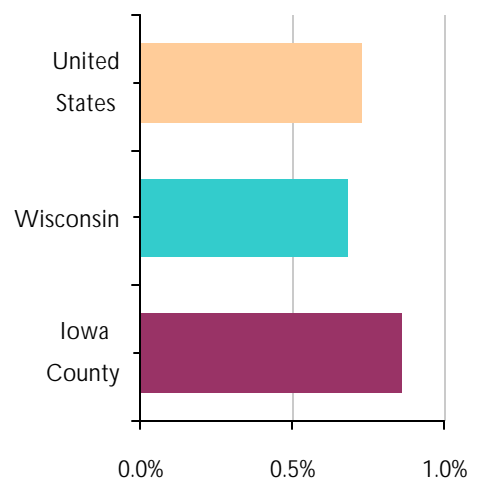
### Ten Largest Municipalities

Dodgeville, City	4,220	4,298	1.8%
Mineral Point, City	2,617	2,620	0.1%
Arena, Town	1,444	1,454	0.7%
Dodgeville, Town	1,407	1,420	0.9%
Barneveld, Village	1,088	1,097	0.8%
Brigham, Town	908	916	0.9%
Linden, Town	873	874	0.1%
Mineral Point, Town	867	868	0.1%
Highland, Village	855	858	0.4%
Highland, Town	797	807	1.3%

\* Iowa portion only

Source: Wisconsin Department of Administration, Demographic Services, 2002

### Population Growth 2000-2001





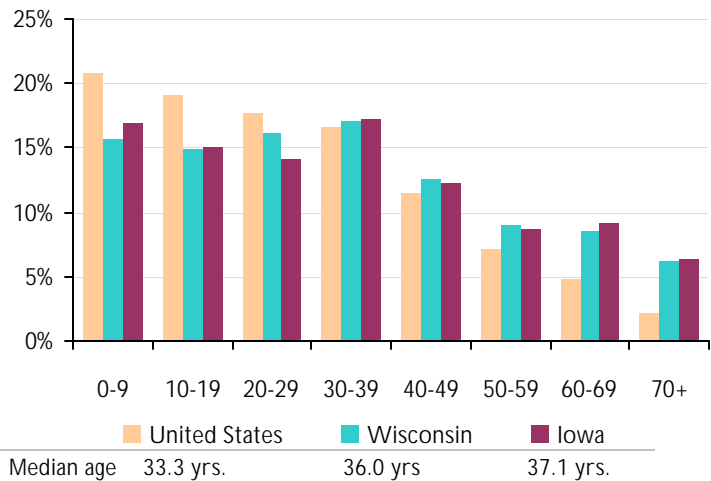
## State of Wisconsin - Iowa County

in a comparison of data from the 1990 and 2000 census that 1,359 additional housing units were constructed, resulting in a growth rate in the county's housing stock of 16.5 percent. This growth rate outpaces the rate of population growth in the county over the same period.

Turning our attention to changes in the populations of the county's largest municipalities we see a general pattern of positive growth. True to growth experienced over the course of the past decade, the City of Dodgeville, the county's largest municipality grew by 1.8 percent, adding 78 residents to its population. This follows a decade in which the city grew by 338 persons, or 8.7 percent.

Another key facet of the county's population that has significant bearing on the county's workforce is the distribution of the county's residents by age. In 2000, the median age of Iowa County's residents was 37.1 years of age. This median figure is slightly higher than the state median age of 36.0 years and significantly higher than the national median age of 33.3 years. This relatively high median age can impact the county's labor force in ways that will be

2000 Age Group Comparison

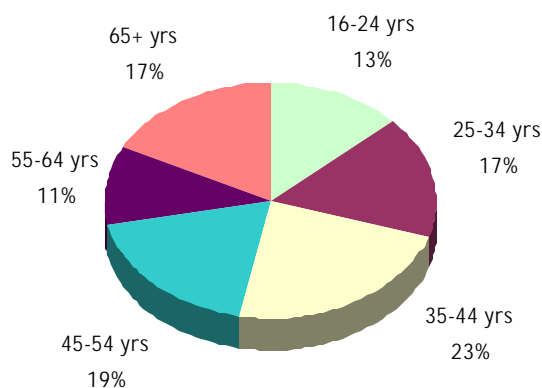


Source: US Department of Commerce, Census Bureau, *Census 2000*

discussed throughout this profile. When looking at the composition of the county's population, we see a concentration of residents over the age of 30 that either approaches or exceeds the state distribution and far surpasses the national average. Conversely, the percentage of the population in Iowa County between the ages of 20 and 29 is significantly lower than that either the state or national distribution. Each of these disparities has a significant bearing on the state of the county's labor force.

## County Civilian Labor Force

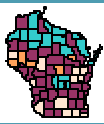
Iowa County Labor Force Age Groups



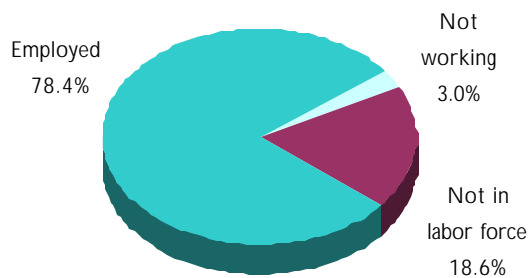
Source: US Dept. of Commerce, Census Bureau, *Census 2000*

In assessing the state of Iowa County's labor force, a discussion of a similar age distribution of the resident labor force, as illustrated at left provides an appropriate transition from a broad discussion of the county's population. The first conclusion that can be drawn from an analysis of the distribution is that the county's labor force is fairly evenly distributed between young and mature workers. The impact of this distribution on the future health of the county's labor force should not be understated. There are real concerns about a pending statewide labor shortage driven by a number of demographic factors, including the retirement of the Baby Boomer generation over the course of the next fifteen to twenty years. However, two factors, including the fact that 53 percent of the county's la-

(Continued on page 3)

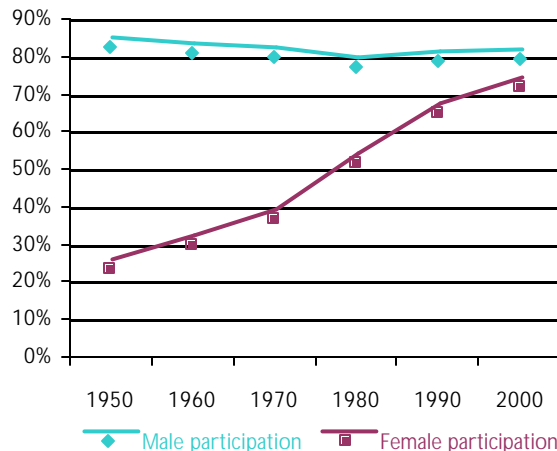


### 2001 Labor Force Participation



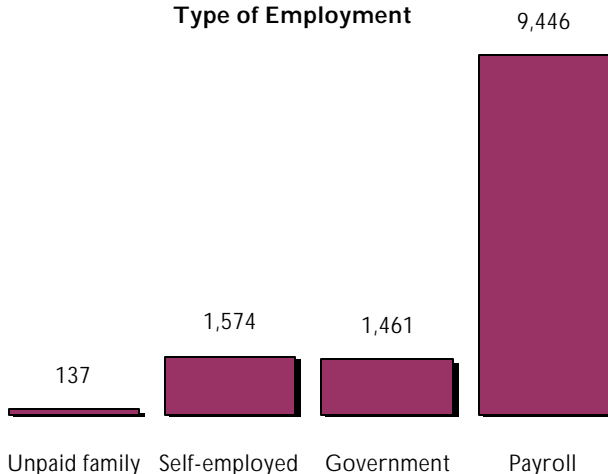
Source: Estimated from WI Dept. of Administration population estimates, Jan. 2001, US Census Bureau, and WI Local Area Unemployment Statistics.

### Labor Force Participation of Male and Female Residents



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

### Type of Employment



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

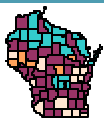
bor force is between the ages of 16 and 45, and a concentration of the population that is under the age of 19 that is higher than the state average appear to suggest that similar fears in Iowa County may be mitigated, to a certain degree. Additionally, an established pattern of migration into the county suggests an additional base of potential labor.

The labor force is the sum of those employed and unemployed *that have actively sought work in the last month*. **Labor Force eligible must be 16 years or older and not a member of an institutional population** such as a prison or an armed forces member living on a military base. The term "unemployed" does not necessarily include all people who are not working. For example, those who are retired or choose not to work are not considered unemployed. The phrase "Not Working" in the graph below assumes unemployed for the purposes of this profile.

When analyzing the current state of the county's labor force, the most useful metric available is the labor force participation rate. In 2001, the labor force participation rate of Iowa County was 81.4 percent, which includes those either employed or unemployed, but seeking employment. This rate reflects a trend of increased participation, as it is over two percent higher than the 2000 rate. Similarly, the Iowa County participation rate is significantly higher than the state rate of 73.5 percent and the national rate of 66.9 percent. In comparing these figures from a year earlier, the state rate increased by 0.7 percent, while the national rate declined by 0.3 percent in advance of the recent recession.

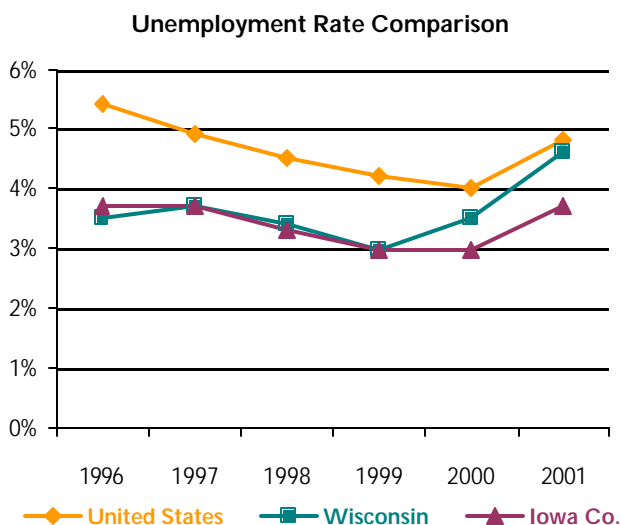
One of the more interesting areas of information pertaining to the labor force included in the most recent decennial census is an analysis of the changing role of men and women in the workforce, as quantified in an analysis of the labor force participation rate for each gender. Using data from 1950 to 2000, as illustrated in the chart above, we see that two divergent trends have occurred within the county. In analyzing the male participation rate over this period we see that the rate has remained relatively stable and has in fact increased over the past twenty years after reaching a low point in

(Continued on page 4)



## State of Wisconsin - Iowa County

1980. Conversely, the female labor force participation rate has increased significantly over the course of the past fifty years. While much has been written about the socioeconomic factors that have led to an increasing number of women in the workforce, the growth that has occurred over the past twenty years has been driven by a pair of demographic and economic factors. First, the female percentage of the population has increased significantly, both nationally and statewide. Therefore, increased participation is a function, in part of an increase in available female workers. Second, and perhaps, most importantly, the economy of Iowa County has continued a pattern of transition from manufacturing and other "hard industries" to a service-oriented economy, as indicated by the growth of employment in retail trade and service industries, for example. As the economy has shifted away from a focus in traditional industries and occupations, which are commonly male-dominated, an increasing number of opportunities in fields such as health care and financial services have been created, thus further spurring growth in female labor force participation.

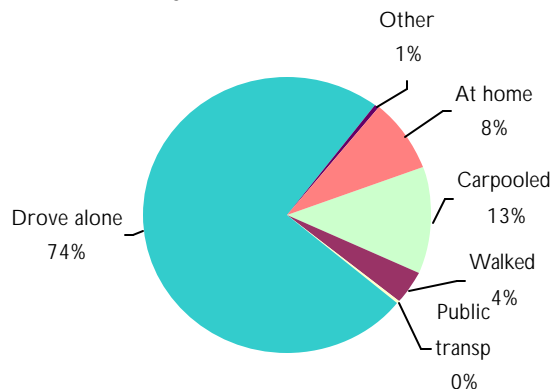


### Iowa County Civilian Labor Force Data

	1996	1997	1998	1999	2000	2001
Labor Force	13,500	13,500	13,900	13,400	13,600	14,100
Employed	13,000	13,000	13,400	13,000	13,200	13,600
Unemployed	500	500	450	400	420	530
Unemployment Rate	3.7%	3.7%	3.3%	3.0%	3.0%	3.7%

Source: WI Department of Workforce Development, Local Area Unemployment Statistics, revised March 2002

### County Travel-to-Work Patterns



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

An additional source of insight into the activities of the county's labor force can be obtained through an analysis of the commuting patterns in the county. While revised data reflecting daily commuting patterns will not be available until later this year or early 2003, an analysis of means of transportation data collected in the 2000 census suggests that the county's workforce is highly mobile, as evidenced by a significant share of the workforce who either drive alone or carpool as their primary means of transportation. The relatively high percentage of workers who carpool is driven primarily by the county's proximity to the Madison job market.

Shifting briefly from our discussion of the employed labor force to a discussion of the unemployed labor force, the chart at the left illustrates the shifts in unemployment over the past five years nationally, statewide, and within Iowa County. As is apparent, despite beginning this period with an unemployment rate slightly higher than the state average, the county's annual unemployment rate has followed a growth pattern similar to the state, yet the county appears to have been insulated from the shocks of the recent recession, as the unemployment rate of 3.7 percent for 2001 is significantly lower than either the state or national rate.



## County Industry Employment

### Nonfarm Wage and Salary Employment

	1996	1997	1998	1999	2000	2001	Percent change	
							1 year	5 year
<b>Total</b>	9,667	9,914	10,612	10,924	11,169	11,476	2.7%	18.7%
<b>Goods Producing</b>	1,060	1,141	1,170	1,237	1,303	1,256	-3.6%	18.5%
Construction & Mining	385	453	491	551	549	521	-5.0%	35.3%
Manufacturing	674	688	679	685	754	735	-2.6%	8.9%
Durable	582	566	558	590	646	617	-4.4%	6.0%
Nondurable	92	123	121	96	108	117	8.2%	27.6%
<b>Service Producing</b>	8,607	8,774	9,442	9,687	9,866	10,220	3.6%	18.7%
Transportation, Communications & Utilities	332	340	343	342	331	298	-10.0%	-10.3%
Total Trade	5,300	5,527	6,006	6,121	6,302	6,528	3.6%	23.2%
Wholesale	350	344	358	363	382	393	2.9%	12.2%
Retail	4,949	5,183	5,648	5,759	5,920	6,135	3.6%	24.0%
Finance, Insurance, and Real Estate	179	189	186	164	168	170	1.0%	-5.0%
Services & Misc.	1,489	1,388	1,548	1,659	1,644	1,766	7.4%	18.6%
Total Government	1,307	1,329	1,359	1,401	1,421	1,458	2.6%	11.5%

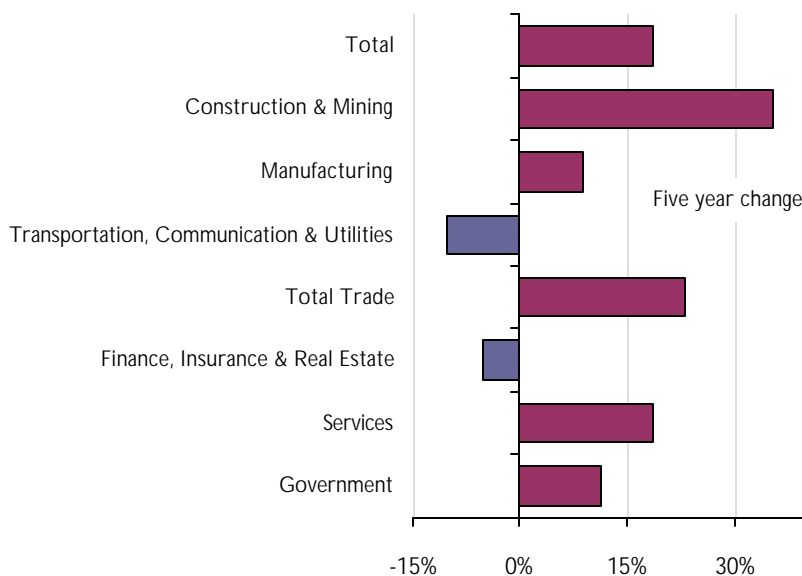
Source: WI Department of Workforce Development, Nonfarm wage and salary estimates, revised March 2002

An analysis of shifts in industry employment over the course of the past year show a number of trends that run contrary to patterns observed across the state that suggest that the Iowa County economy weathered the recent recession quite well. Over the course of the past year, total industry employment grew by 2.7 percent in the county

while many counties statewide experienced significant declines. While the county, as a whole experienced growth, which was driven, to a great extent by significant growth in retail employment, some industries did report significant losses, including construction and mining (five percent), durable goods manufacturing, which reported a loss of 29 positions at the same time that nondurable goods manufacturers in the county reported modest growth, and transportation, communications, and utilities, which lost 33 positions across the industry. All other industry sectors reported modest growth, which again indicates the presence of a strong and stable economy in the county.

Shifting to a longer term perspective, as illustrated at left, we see that, by and large, the county's industries have grown significantly since 1996. While the transportation, communications, and utilities and finance, insurance, and real estate industries have experienced significant decreases in employment, growth in the county has been paced by construction and mining, retail and wholesale trade, and service sector employment.

### Employment Change by Industry Division: 1996 to 2001



Source: WI DWD, Nonfarm wage and salary estimates, revised March 2002



## State of Wisconsin - Iowa County

### Top 10 Employers

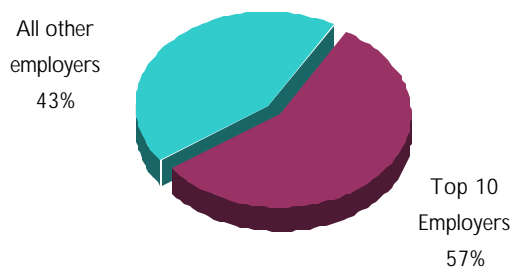
Company	Product or Service	Size
Land's End Inc.	Mail Order Retailer	1000+
Memorial Hospital Of Iowa County Inc.	Health Services	250-499
Nelson Industries Inc.	Special Industrial Machine Manufacturing	100-249
Vivid Inc.	Museum	100-249
Walnut Hollow Farm Inc.	Lumber and Wood Products Manufacturing	100-249
Wal-Mart Associates Inc.	General Merchandise Retailer	100-249
United Parcel Service Inc.	Courier Services	100-249
Brodbeck Enterprises Inc.	Grocery Retailer	50-99
Electri-Tec Electrical Construction	Electrical Construction	50-99
Pizza Hut Of Southern Wisconsin Inc.	Restaurant	50-99

### Top 10 Industry Groups

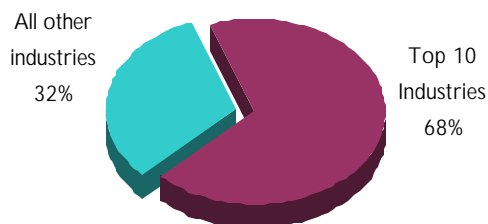
Industry Group	March 2001		Numeric change	
	Employers	Employees	1-year	5-year
Miscellaneous Retail	*	*	*	*
Educational Services	9	791	23	66
Health Services	25	659	5	158
Eating and Drinking Places	38	479	42	17
Industrial Machinery and Equipment	*	*	*	*
Special Trade Contractors	46	248	41	88
Social Services	12	240	32	-129
Lumber and Wood Products	4	239	*	*
Executive, Legislative, and General	25	232	-2	-44
Automotive Dealers & Service Stations	23	229	-11	10

\*data suppressed to maintain confidentiality

**Top 10 Employers' Share of  
Nonfarm Employment**



**Top 10 Industry Group Share  
of Nonfarm Employment**



Source: WI Department of Workforce Development, ES-202 file tape, December 2001

When examining the listing of the largest employers in Iowa County, a casual observer is presented with an environment not often seen in today's increasingly diversified economy. Land's End, Inc., which operates one of the largest mail-order fulfillment and distribution centers for apparel in the United States dominates the county's employment landscape. Conservative estimates suggest that jobs related to Land's End account for nearly a quarter of

all employment in the county. When setting this firm aside, we see that the remainder of the top ten list of employers is filled by a diversified group of modest employers, including the county's largest health care provider, Memorial Hospital of Iowa County, Nelson Industries, the largest manufacturer in the county, and Vivid, Inc., the operating company for the world-renowned House on the Rock.

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## State of Wisconsin - Iowa County

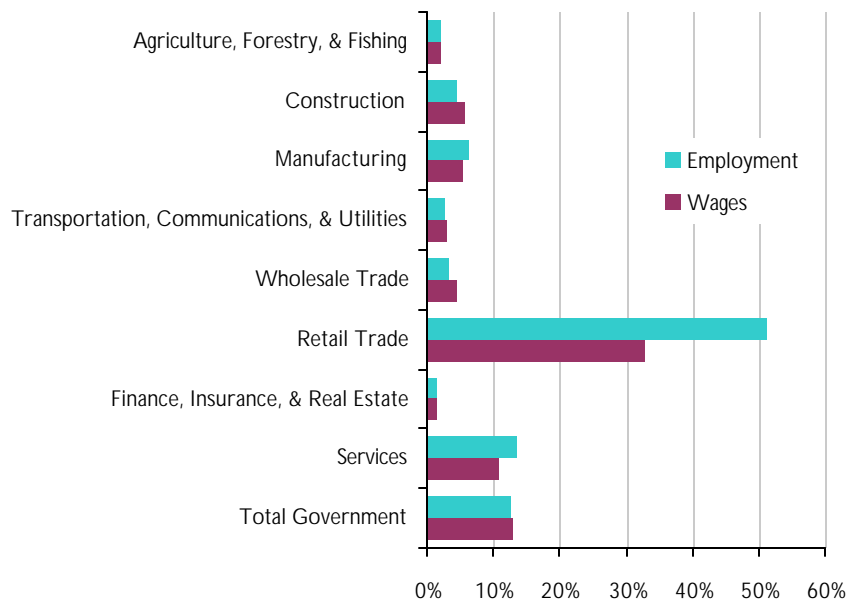
Additionally, a number of firms with a national presence employ significant numbers of workers in Iowa County, including Wal-Mart Associates, United Parcel Service, and Pizza Hut.

When comparing the listing of the top ten employers to the ten largest industry sectors in Iowa County, a similar trend develops with the Miscellaneous Retail sector, which includes Land's End dominating the employment landscape. Additionally, we see that the impact of local government and

educational services on employment is significant in the county as educational services, social services, and government services all appear among the list of the largest industry sectors.

When examining the impact of the largest employers and industry sectors on the county's labor force, we see that 43 percent of the jobs in Iowa County are held by the ten largest employers in the county and that roughly two-thirds of all jobs in the county can be found in one of the ten largest industry sectors countywide.

**Employment & Wage Distribution by Industry Division**



Turning now to a discussion of the impact of the county's industry composition on wages paid in the county, we see that Iowa County lags behind the state in its wage levels. In 2001, the average wage paid to employees in Iowa County was \$26,348, which is 14.8 percent below the state average. Similarly, an analysis of wage levels in various industries shows a great degree of fluctuation, with manufacturing wages being over forty percent below the state average and retail wages registering at 16 percent above the state average, owing primarily to the presence of Land's End. Similarly, the high wage level present in the construction industry is driven by strong demand for new housing.

**Annual Average Wage By Industry Division**

	Iowa Co. Annual Average Wage	Wisconsin Annual Average Wage	Percent of State Average	1-year percent change	5-year percent change
All Industries*	\$ 26,348	\$ 30,922	85.2%	7.0%	31.8%
Agriculture, Forestry, & Fishing	\$ 28,530	\$ 22,565	126.4%	3.4%	15.9%
Construction	\$ 33,770	\$ 29,729	113.6%	1.9%	24.4%
Manufacturing	\$ 23,300	\$ 39,739	58.6%	0.8%	8.0%
Transportation, Communications, & Utilities	\$ 30,033	\$ 36,939	81.3%	-8.3%	1.6%
Wholesale Trade	\$ 35,028	\$ 40,521	86.4%	2.5%	36.3%
Retail Trade	\$ 16,928	\$ 14,596	116.0%	-28.9%	-6.3%
Finance, Insurance, & Real estate	\$ 25,633	\$ 40,833	62.8%	1.3%	49.0%
Services	\$ 21,064	\$ 28,775	73.2%	7.6%	24.1%
Total Government	\$ 26,733	\$ 33,785	79.1%	3.0%	18.2%

\* Mining excluded from table since wages were suppressed to maintain confidentiality in every county

Source: WI DWD, *Employment, Wages, and Taxes Due covered by Wisconsin's U.C. Law, 2002*



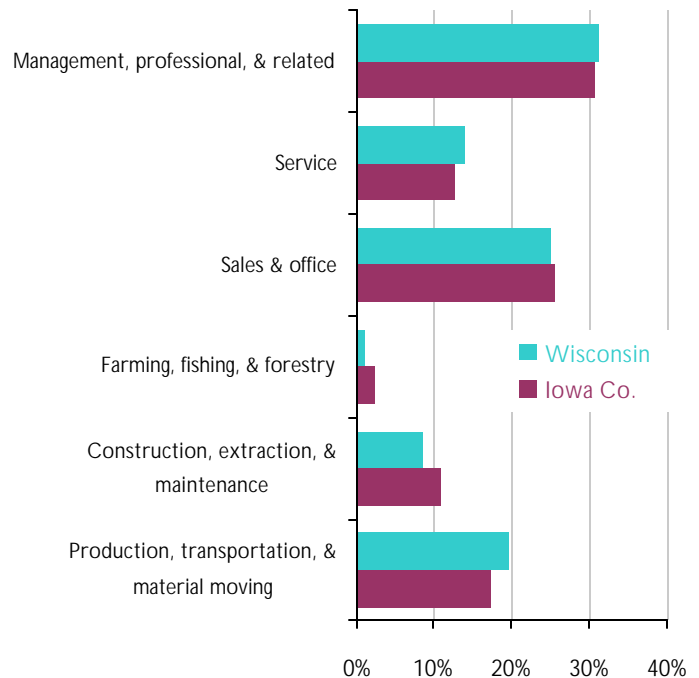


## Occupation and Education Characteristics of County Population

Shifting our focus now to a discussion of the occupational and educational characteristics of the county, we see that Iowa County shows a great degree of diversity with respect to the range of occupations held by the county's residents. Additionally, the county does show a relatively high degree of educational attainment, both of which point to future economic prosperity.

With regards to the occupational distribution of Iowa County's residents, the chart at right shows that the county differs somewhat from the state standard in a number of key categories, according to data collected in the 2000 census. The fact that Iowa County has a higher percentage of workers employed in construction, extraction, and maintenance occupations is due, by and large to strong demand for new construction in the county's housing market. Given the relatively high wages paid to construction workers in the county, this shows a sign of economic strength for the county. Additionally, a greater percentage of workers are employed in sales and office occupations in Iowa County than statewide, due assumedly to the impact of Land's End, Inc. on the county's labor market. The lesser percentage of workers employed in production, transportation, and material moving occupations reflects the relatively small presence of manufacturing, transportation, and wholesale trade firms in the county. However, this conclusion is relatively diffi-

Employment by Occupation Group: 2000

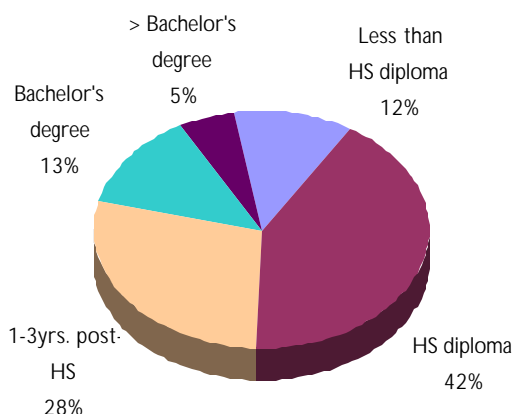


US Department of Commerce, Census 2000

cult to draw definitively as the occupational distribution shown above draws no connection between industry affiliation and occupations.

In examining the distribution of residents in Iowa County aged 25 and older by the highest level of education completed, or educational attainment, we see a population that's relatively highly educated. The fact that 88% of the county's population has earned at least a high school diploma and that 46% of the population has completed some level of education beyond high school, including 18 percent of the population that has earned at least a bachelor's degree suggests that the county possesses a highly skilled labor force. The high percentage of workers who have completed between one and three years of post-secondary education is particularly significant as it is widely assumed that much of this education is directly related to professional development and job training. This again suggests that the county is poised to take advantage of new technologies and employment opportunities in the future.

Education Attainment in 2000



Source: US Dept. of Commerce, Census Bureau, *Census 2000*



## County Income Information

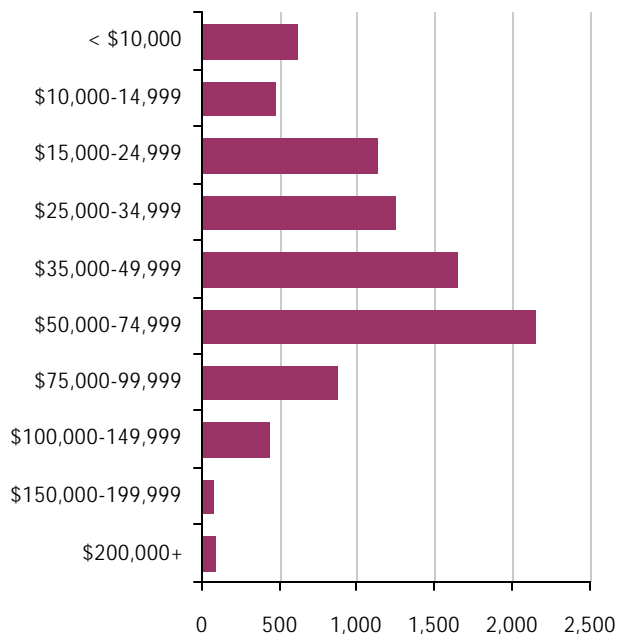
The final aspect of the Iowa County labor force that warrants discussion and further analysis is the level of income present in the county, which is a direct reflection of the health of the county's population and economy. This can be measured in a variety of ways, but the three most common measures include the median household income, percentage of the population living below the poverty line and the per capita personal income. While there is some reason for concern, particularly in the area of poverty, all of these measures suggest that Iowa County shows signs of a promising economic future.

In 1999, the median household income of Iowa County was \$42,518. This is slightly less than the state median income of \$43,791. However, when analyzing median income growth over the past decade, we see that Iowa County's median income grew by 64.1 percent, while the state's median income grew by a slower pace of 48.7 percent.

When examining the poverty status of Iowa County's population we see that five percent of families, 7.3 percent of individuals, and 13.4 percent of single mother families earned incomes below the federal poverty line. While each of these levels is below the state average, they are significant.

### Households by Income Range

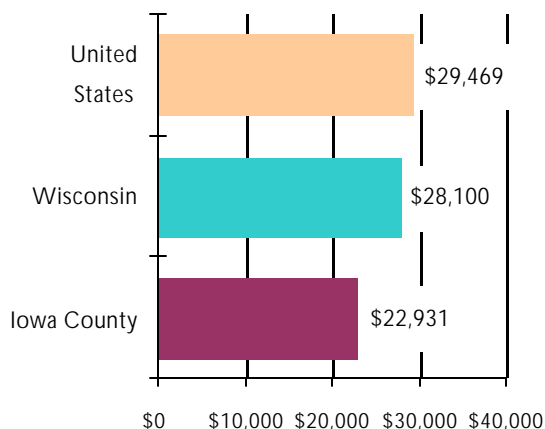
Median household income in Iowa Co. \$42,518



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

A final measure of income is the per capita personal income, which accounts for forms of earnings other than salary and wages. In 2000, the per capita personal income of Iowa County was \$22,931, which is significantly lower than either the state or national standard.

### Per Capita Personal Income 2000



Source: US Department of Commerce, Bureau of Economic Analysis

### Components of Total Personal Income: 2000

